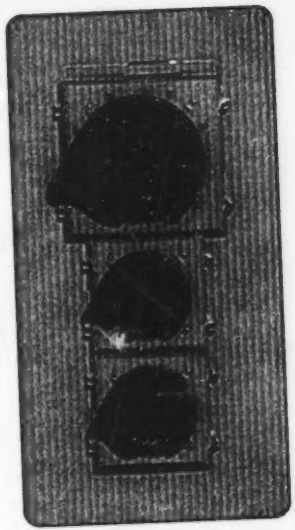
Making Canada's Roads the Safest in the World

CCMTA • CCATM

CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS
CONSEIL CANADIEN DES ADMINISTRATEURS EN TRANSPORT MOTORISÉ

ROAD SAFETY VISION 2010

2001 UPDATE



Transport Canada Transports Canada

Canada

The adoption of Road Safety Vision 2010 by the Canadian Council of Motor Transport Administrators (CCMTA) and the official endorsement of the new road safety targets by all Ministers of Transportation and Highway Safety in the fall of 2000 provided Canada's road safety community with benchmarks against which to develop new strategies and measure intervention efforts.

Previous Road Safety Vision reports introduced the program, outlined successful road safety initiatives implemented in Canada and other leading countries and described the success of the program to date. This report outlines proposed and recently implemented strategies aimed at achieving or surpassing the targets intrinsic to Road Safety Vision 2010.

Canada's Road Safety Vision 2010 is a national undertaking aimed at making Canada's roads the safest in the world. Road Safety Vision 2010 is an enhanced plan that supersedes Canada's inaugural national road safety plan, Road Safety Vision 2001, which was officially launched in 1996.

The renewed plan continues to be supported by all levels of government, as well as by instrumental public and private sector stakeholders. It also emphasizes the use of a broad range of initiatives that focus on road users, roadways and motor vehicles. The strategic goals of Road Safety Vision 2010 are to:

- **raise public awareness of road safety issues;**
- **improve communication, cooperation and collaboration among road safety agencies;**
- **enhance enforcement measures; and**
- **improve national road safety data quality and collection.**

CCMTA is a non-profit organization comprising representatives of the provincial, territorial and federal governments of Canada which, through the collective consultative process, makes decisions on administration and operational matters dealing with licensing, registration and control of motor vehicle transportation and highway safety.

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OVERVIEW

ROAD SAFETY IN CANADA: A COLLABORATIVE EFFORT

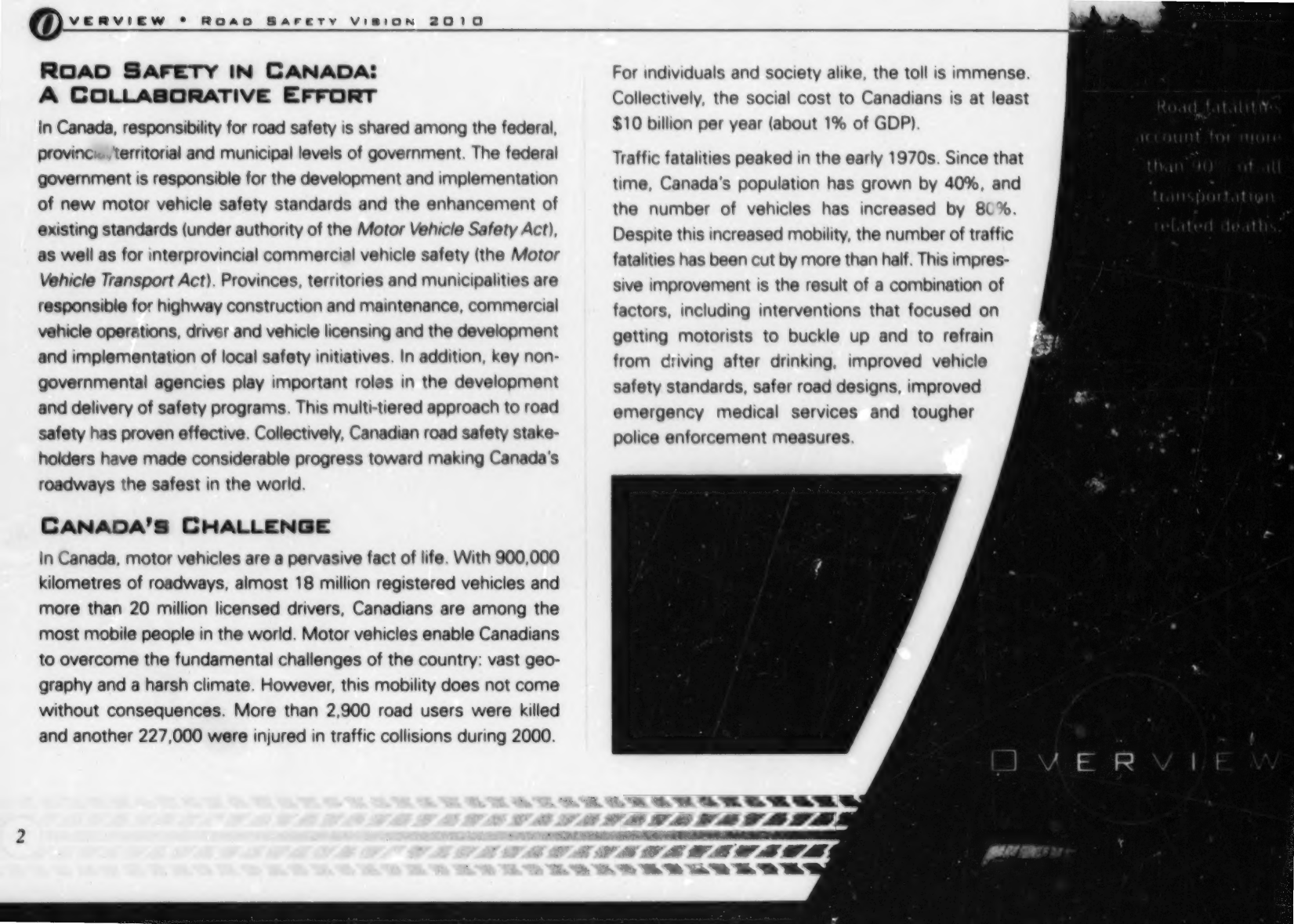
In Canada, responsibility for road safety is shared among the federal, provincial/territorial and municipal levels of government. The federal government is responsible for the development and implementation of new motor vehicle safety standards and the enhancement of existing standards (under authority of the *Motor Vehicle Safety Act*), as well as for interprovincial commercial vehicle safety (the *Motor Vehicle Transport Act*). Provinces, territories and municipalities are responsible for highway construction and maintenance, commercial vehicle operations, driver and vehicle licensing and the development and implementation of local safety initiatives. In addition, key non-governmental agencies play important roles in the development and delivery of safety programs. This multi-tiered approach to road safety has proven effective. Collectively, Canadian road safety stakeholders have made considerable progress toward making Canada's roadways the safest in the world.

CANADA'S CHALLENGE

In Canada, motor vehicles are a pervasive fact of life. With 900,000 kilometres of roadways, almost 18 million registered vehicles and more than 20 million licensed drivers, Canadians are among the most mobile people in the world. Motor vehicles enable Canadians to overcome the fundamental challenges of the country: vast geography and a harsh climate. However, this mobility does not come without consequences. More than 2,900 road users were killed and another 227,000 were injured in traffic collisions during 2000.

For individuals and society alike, the toll is immense. Collectively, the social cost to Canadians is at least $10 billion per year (about 1% of GDP).

Traffic fatalities peaked in the early 1970s. Since that time, Canada's population has grown by 40%, and the number of vehicles has increased by 80%. Despite this increased mobility, the number of traffic fatalities has been cut by more than half. This impressive improvement is the result of a combination of factors, including interventions that focused on getting motorists to buckle up and to refrain from driving after drinking, improved vehicle safety standards, safer road designs, improved emergency medical services and tougher police enforcement measures.



PROGRESS SINCE ROAD SAFETY VISION'S INCEPTION

Road travel has become considerably safer as a result of initiatives introduced in support of the four strategic objectives of the Vision.

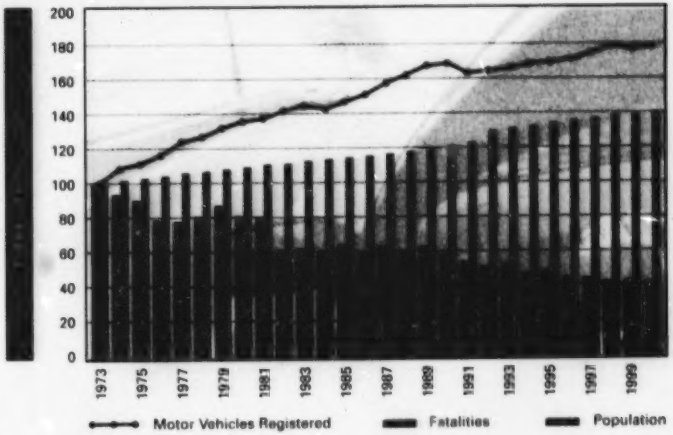
Initiatives that have *helped raise awareness of road safety issues* include:

- undertakings by the Canadian Association of Chiefs of Police to inform motorists of the benefits of restraint use and of the dangers of driving while impaired by alcohol or other drugs, and other high-risk driving behaviour; and
- efforts of the Canadian Coalition for Child Passenger Safety to promote proper child restraint use.

Examples of recently introduced initiatives that have fostered *improvements in communication, cooperation and collaboration among road safety agencies* include:

- the partnering of police and of provincial and federal government agencies in the development of a survey on rural night-time alcohol use in Alberta;

Despite a growing and increasingly mobile population, fatalities continue to decline



- the efforts of the road engineering community in the development and publication of manuals delineating national guidelines, such as uniform protocols for building rumble strips and for conducting road safety audits; and
- the joint efforts of truck and bus stakeholders and federal and provincial government agencies in the development of a national safety rating system for commercial carriers.

The recent adoption of the targets of Road Safety Vision 2010 into the business plans of Canada's national police force, the Royal Canadian Mounted Police, and of other provincial and municipal police forces

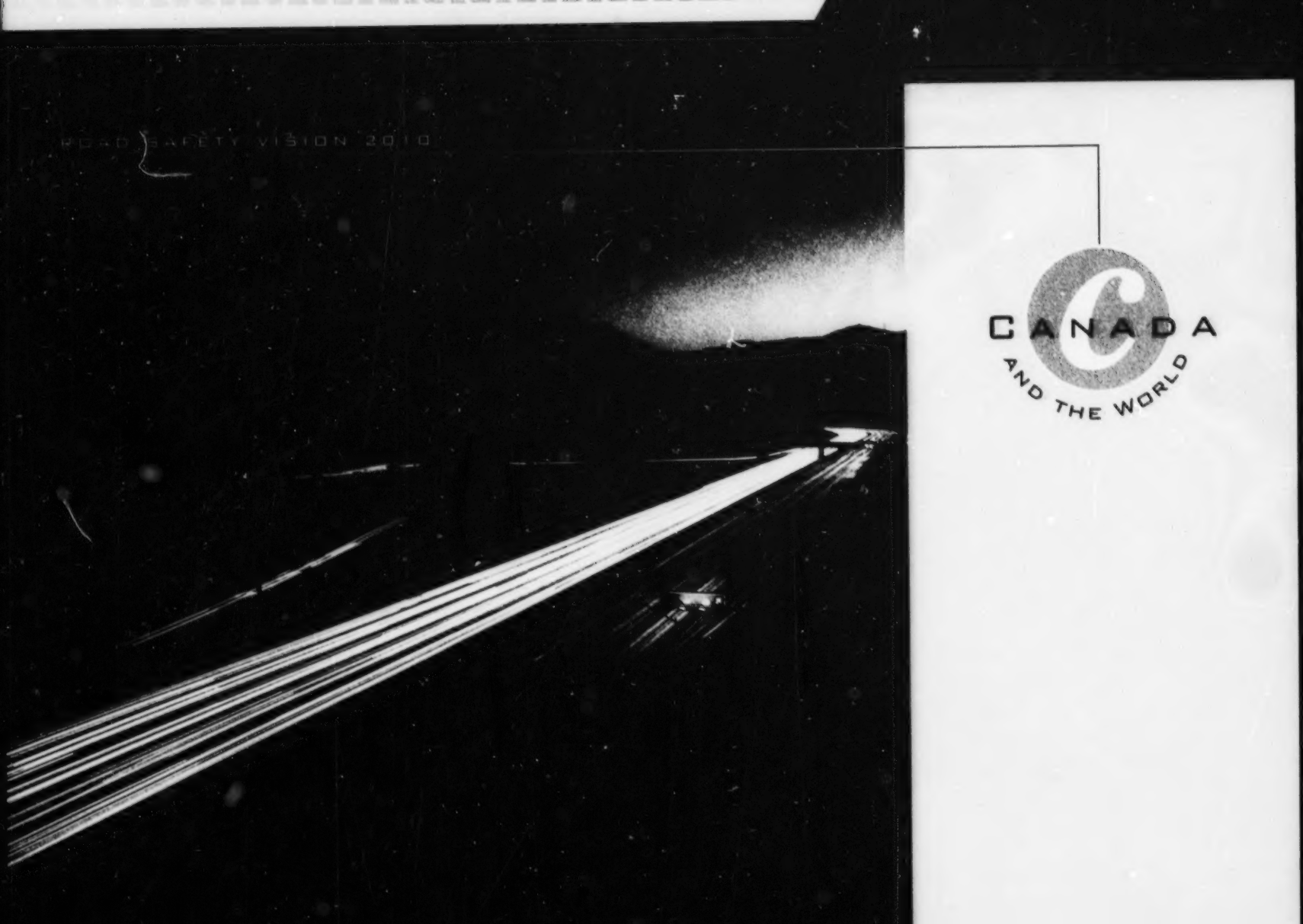
will facilitate the delivery of *enhanced enforcement initiatives*. By refocusing intervention efforts to be more closely aligned with the major target areas in Road Safety Vision 2010, police services will make the most efficient use of their resources and enforcement efforts.

The recent availability of comprehensive vehicle kilometrage data from a national vehicle use survey has enabled road safety researchers to categorically quantify long-suspected road safety problem areas. The pilot testing of a new automated computer- and communications-based data system called System for Technological Applications in Road Safety (STARS), which automates traffic collision reporting and related administrative functions, is underway. This is an example of a data information system that will, if adopted throughout the country, *improve national road safety data quality and collection* procedures.

Collectively, road safety interventions in support of the Vision's strategic priorities have made a difference. Since 1996, when the Vision initiative was first introduced, the number of road users killed has decreased by 6% and the number of seriously injured has fallen by 15%, despite steady increases in the road user population. Canada's level of road safety, as measured by deaths per registered motor vehicle, has improved by 10%. Seat belt use by Canadians, which ranks among the highest in the world, has increased slightly to 90%, and the proportion of fatally injured drivers who had been drinking has decreased by 20% from the 1990-1995 baseline period.

Fatalities have decreased by 6% and serious injuries are down by 15% since 1996.

OVERVIEW


ROAD SAFETY VISION 2010
CANADA
AND THE WORLD

Road Safety Vision		✓	✓	✓	✓	✓	✓	✓	✓		
National Road Safety Targets	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
Impaired Driving Measures	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Occupant Protection Initiatives	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
Traffic Calming Measures	✓	✓	✓	✓					✓		
Vulnerable Road User Initiatives	✓	✓	✓	✓		✓	✓		✓	✓	✓
Speed-Related Measures	✓	✓	✓	✓	✓	✓	✓	✓			
Community-Based Programs	✓	✓	✓	✓	✓	✓	✓				
Infrastructure Initiatives	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
Intelligent Transportation Systems		✓		✓	✓	✓	✓			✓	✓
Safer Vehicle Design	✓	✓			✓	✓	✓			✓	✓
Targeted Research Programs	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Encouragement of Alternatives to Motor Vehicle Use	✓		✓	✓		✓	✓		✓		
Increased/Enhanced Enforcement	✓		✓	✓	✓		✓	✓	✓	✓	✓
Driver Training/Testing	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Public Education Initiatives	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Note: GB = Great Britain; S = Sweden; FIN = Finland; NL = the Netherlands; CDN = Canada; USA = the United States; AUS = Australia; N = Norway; CH = Switzerland; D = Germany; and J = Japan

INTERNATIONAL COMPARISONS

Why do some countries consistently rank at or near the top of all statistics used to make international comparisons of road safety? Certainly, diverse characteristics – country size, population density, economic conditions, road infrastructure, public transport usage, culture, travel patterns and climate – all contribute in varying degrees to the level of safety on a country's roads. But the large majority of the world's "safest" countries have developed national initiatives that focus on very similar road safety problems.

These national road safety plans, as well as the degree to which the general population embraces the range of strategies that support them, must also play an important role in determining why these countries consistently have better road safety records than others.

Like most other highly developed countries, Canada dramatically improved its level of road safety from the early 1970s until the late 1990s. And although progress in Canada and the rest of the world's safest countries has slowed somewhat in recent years, the Canadian public continues to travel on roads that are becoming increasingly safe. Twenty-five years ago, Canada's traffic fatality rate (based on population) was 30% worse than the median fatality rate among Organization for Economic Cooperation and Development (OECD) member countries. Today the Canadian rate is slightly better than the OECD median figure.

Canadians are among the most mobile people in the world. More than seven of every ten driver-age citizens own a vehicle and more than eight of every ten persons of legal driving age possess a valid driver's licence. This high level of mobility, combined with far-reaching boundaries and an extremely low population density, has made personal vehicle use in Canada among the highest in the world.

For this reason, comparing fatality rates per kilometre of travel is the most appropriate and valid

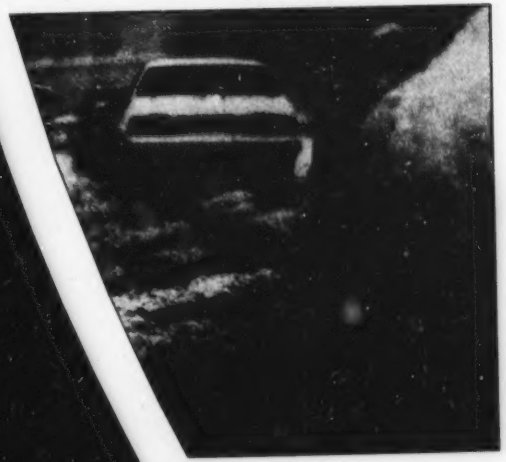
Demographic factors as well as the level of a nation's commitment to make its roads safer are major determinants of a country's international ranking.

Most countries with top-ranked road safety records have adopted ambitious long-term targets to spearhead road safety intervention efforts.

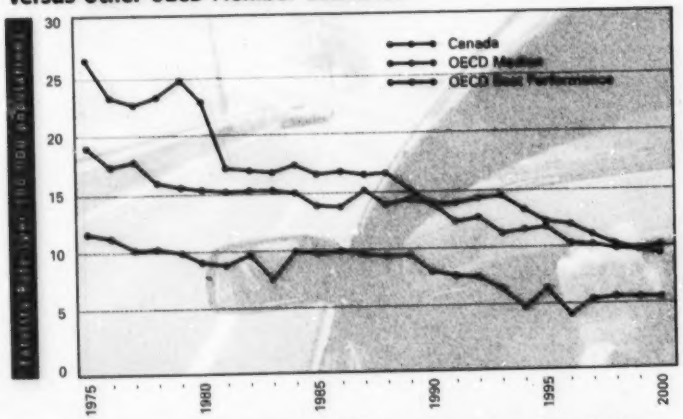
Although the pace of improvement has slowed somewhat in recent years, Canada's level of road safety continues to compare favourably with the rest of the world.

In 2000, Canada's fatality rate was 5th lowest among OECD member countries.

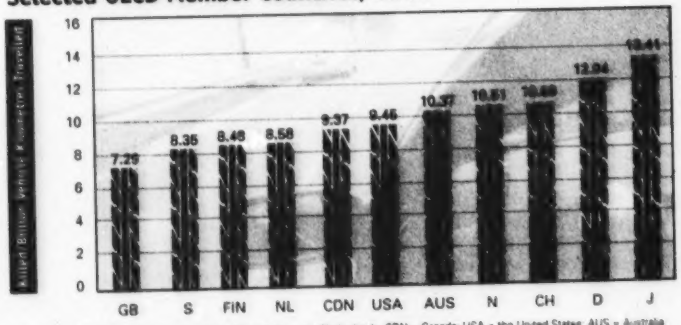
measure available to compare Canada's level of road safety with rates in the world's other safest nations. In 2000, Canada ranked 5th among OECD member countries, with a death rate of 9.37 per billion kilometres travelled. This ranking represents a substantial improvement over 1999, when Canada ranked 7th. The Canadian road safety community is certainly moving in the right direction; but the world's leading country, Great Britain, still has a fatality rate that is more than 20% lower than Canada's. Continued efforts must be made to promote successful existing strategies and introduce targeted initiatives.



Traffic Fatality Rate Per 100,000 Population — Canada Versus Other OECD Member Countries



Road Users Killed Per Billion Vehicle Kilometres Travelled — Selected OECD Member Countries, 2000



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LONG-STANDING OBSTACLES TO SAFER TRAVEL

Canada, like many advanced countries, has made precipitous gains in road safety during the past 30 years. These improvements were achieved as a result of initiatives that addressed the most obvious problem areas – non-use of seat belts or child restraints, drinking and driving, and other high-risk behaviour such as speeding and aggressive driving.

Notwithstanding the success of these initiatives, many of the problems that were present when Canada's fatality rate was at or near its peak are still evident today. Although 90% of the population uses restraint systems, almost 40% of vehicle occupants killed in crashes

are still unrestrained. Many of these same individ had been drinking, as alcohol was cited as a contribu factor among one-third of all fatally injured drivers.

Excess or unsafe speeds continue to be cited a contributing factor among more than 15% of fat injured road users. Crashes at intersections, wh involve a combination of factors – including a gro ing number of drivers who disobey traffic signals contribute to 25% of fatalities annually. And whil the large majority of Canada's population lives ir urban areas, approximately half of all fatalities still occur on undivided rural roads. Many of t e factors cited above, as well as road design, higher posted speed limits and emergency medical response

time, often contribute to serious casualties on rural roads.

The above-mentioned problem areas are the main reasons why more than 2,900 people died in crashes on Canadian roads in 2000. Until all forms of high-risk road user behaviour become unacceptable to Canadians, progress toward our Road Safety Vision 2010 objectives will be difficult.

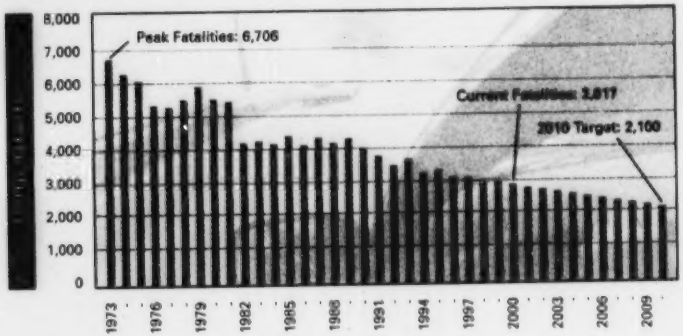
CANADA'S ROAD SAFETY TARGETS

Recognizing the challenges that Canada's road safety community faces, Road Safety Vision 2010 incorporates the goal and strategies of the inaugural plan with a national target and several sub-targets. The majority of the world's safest countries have tough long-term road safety targets in place. The efforts of Canada's road safety community to develop and implement effective strategies are intended to achieve this same level of success.

National Target

The national target calls for decreases of 30% in the average numbers of road users killed or seriously injured during the 2008-2010 period (compared to 1996-2001).

Achieving or surpassing the targets of Road Safety Vision 2010 will save an estimated 5,000 lives over the next nine years



Sub-targets

In addition to the overall national target, Road Safety Vision 2010 contains a number of sub-targets reflecting Canada's major road safety problem areas.

Targets have been identified to increase seat belt and proper child restraint use; reduce casualties resulting from non-use of restraint systems, drinking and driving, speed- and intersection-related crashes, and high-risk road user behaviour; and decrease casualties resulting from crashes occurring on rural roadways or involving young drivers or riders, vulnerable road users and commercial carriers.

Achieving or surpassing the Vision's overall national target will result not only in considerably safer road travel, but also in a savings of thousands of lives, a substantially lower serious injury toll and considerable reductions in societal costs during the time frame of the plan.

CANADA'S ACTION PLAN

In the fall of 2001, the Canadian Council of Motor Transport Administrators responded to the challenges outlined in Road Safety Vision 2010, as a number of its task forces, comprising key stakeholders

While 90% of motorists regularly buckle up, almost 40% of those killed and nearly 20% of those seriously injured do not use restraint systems.

TARGETS

within Canada's road safety community, took ownership of the various sub-targets. It must be mentioned that the overlapping nature of the sub-targets has resulted in a number of task forces carrying out activities supporting several of these goals. The working groups and the sub-targets they have adopted are outlined in the table entitled Road Safety Vision 2010 Action Plans.

RESTRAINT USE

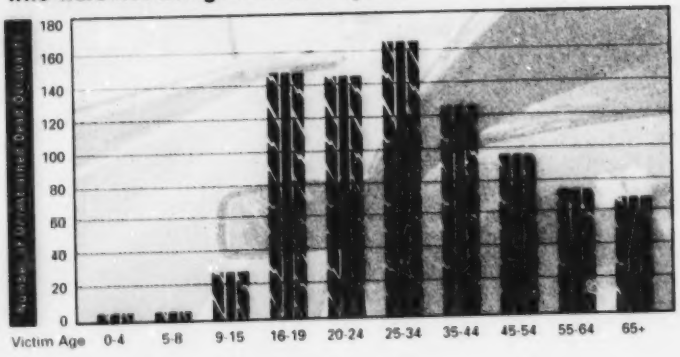
In 2000, approximately 850 unrestrained occupants died in traffic collisions. Although not all of these victims would have survived if they had been restrained, many would have. Consider that among single-vehicle rural crash victims, for example, more than 40% of all fatally injured drivers between the ages of 16 and 44 were ejected from their vehicles. Such loss of life need not happen. It is estimated that achieving the goal of 95% restraint use would save at least 115 lives annually compared with current levels.

Important initiatives recently introduced or currently being considered by the National Occupant Restraint Program Task Force (NORP 2010) include:

Minimum seat belt wearing rates of 95% and proper use of child restraints by all motor vehicle occupants.	✓				
A 40% decrease in the number of unbelted fatally or seriously injured occupants.	✓				
A 40% decrease in the number of road users fatally or seriously injured on rural roadways.	✓	✓			
A 40% decrease in the percentage of road users fatally or seriously injured in crashes involving drinking drivers.		✓			
A 20% decrease in the number of road users fatally or seriously injured in crashes involving high-risk drivers.			✓		
A 20% decrease in the number of young drivers/riders (those aged 16-19 years) killed or seriously injured in crashes.			✓		
A 20% decrease in the number of road users killed or seriously injured in speed- or intersection-related crashes.				✓	
A 30% decrease in the number of fatally or seriously injured vulnerable road users (pedestrians, motorcyclists and cyclists).				✓	
A 20% decrease in the number of road users killed or seriously injured in crashes involving commercial vehicles.					✓

1 National Occupant Restraint Program Task Force 2 Strategy to Reduce Impaired Driving Task Force 3 High-Risk Driver Task Force
4 Speed and Intersection Safety Management Task Force 5 Standing Committee on Compliance and Regulatory Affairs

Children are not the problem among fatally injured occupants who were not using a restraint system



• development of a business case for the adoption of measures aimed at increasing restraint use to 95%;

• development of a marketing plan for a national advertising campaign on seat belts and child safety seat use;

• development of public education efforts focusing on the use of booster seats for children who have outgrown child safety seats, but for whom adult seat belts are not appropriate; and requiring that children under 13 years of age be transported in the back seat of vehicles;

• provision of improved education material directed at specific target groups, most notably the police, road safety partners, the public, the judiciary and drivers;

• removal of all exemptions for non-use of seat belts and the establishment or enhancement of demerit point systems for non-wearers, as well as increased fines;

• focusing of education and enforcement initiatives on high-risk rural locations (based on collision statistics);

• development of a national training program on the proper use of child safety seats;

• creation of a national standardized toolkit that can be used by all jurisdictions to develop community-based programs for assessing seat belt use;

• development of a rural seat belt wearing survey to complement the seat belt use survey currently conducted annually by Transport Canada in predominantly urban areas; and

• development of a rural seat belt wearing strategy based on results of the above survey, which would assess the factors associated with consistently lower seat belt wearing rates among rural populations.

DRINKING AND DRIVING

Drinking and driving is no longer socially acceptable. However, in spite of attitude shifts, particularly among young people, alcohol was still a contributing factor in approximately 1,000 road fatalities in 1999.

The Strategy to Reduce Impaired Driving Task Force (STRID 2010) plans to target its intervention efforts at four specific groups: hard-core drinking drivers, new or young drivers, social drinkers and first-time convicted drivers.

Education and awareness activities being considered to achieve the STRID 2010 targets include:

• educating police, justice departments and the judiciary on the nature and management of drinking and driving and the consequences of such behaviour;

• identifying the costs associated with drinking and driving;

Approximately 70% of fatally injured impaired drivers had blood alcohol concentrations that were more than twice the legal limit.

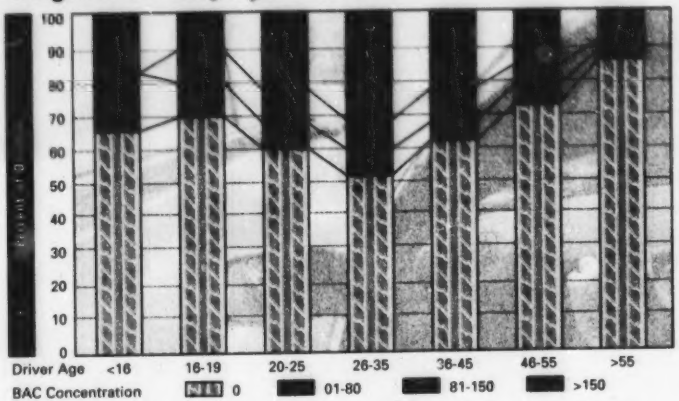
TARGETS

- undertaking high-visibility enforcement and awareness campaigns during peak seasons;
- establishing focused campaigns for targeted audiences;
- implementing and maintaining awareness programs in schools from kindergarten through to Grade 12 (K-12) with appropriately targeted messaging; and
- developing a centrally coordinated communications plan that includes methods for the development and delivery of program information.

The STRID 2010 Task Force has also identified a number of important recommendations pertaining to the role of police agencies in alleviating the drinking and driving problem, including:

- training more police officers to become drug recognition experts, who can train others, and to make more extensive use of Field Sobriety Tests;
- streamlining procedures for processing drinking drivers;
- encouraging officers to lay more Criminal Code charges for impaired driving, rather than imposing short-term suspensions;

Alcohol use is a major contributing factor among all age categories of fatally injured drivers



- encouraging the use of passive sensors as an aid for identifying drinking drivers;
- partnering with other police agencies in the delivery of a nationally coordinated enforcement and awareness campaign targeting drinking and driving and repeat offenders; and
- lobbying governments for increased police resources to raise the perceived risk of apprehension for drinking and driving.

Policy and legislative initiatives in place in some jurisdictions, and recommended for all provinces and territories, include:

- recording and tracking roadside administrative licence suspensions on driver records;

- making it an offence to refuse a Field Sobriety Test;
- introducing escalating sanctions, based on the blood alcohol concentration (BAC) level, to provincial regulations;
- widening the look-back window for drinking and driving sanctions to 10 years;
- introducing reduced BAC thresholds for drivers who have been convicted of a drinking and driving offence;
- using technological innovations, such as alcohol ignition interlock devices, with periodic monitoring, as a component of a relicensing program;
- introducing administrative licence suspensions of 90 days if a driver's BAC level exceeds 80 mg% or if a driver refuses a breath or blood test;
- using vehicle-based sanctions, such as vehicle impoundment;
- removing exemptions for work permits;
- implementing minimum licence suspensions of one, three and five years for first, second and third or subsequent convictions for impaired driving within a 10-year look-back window;
- mandating server training programs as a condition of obtaining and maintaining a liquor licence; and
- introducing mandatory assessment and rehabilitation programs for all drinking driving offenders, as well as a timely follow-up.

The STRID 2010 Task Force also plans to:

- forge closer ties with the medical, injury prevention, police and judicial communities to facilitate research, develop strategies and assist jurisdictions in the implementation of selective elements of STRID 2010;
- undertake research and conduct nighttime roadside surveys to determine the magnitude of the impairment by drugs problem; and
- examine other areas of impairment such as driver distraction and fatigue.

High-Risk Road Use

The Canadian road safety community targets focused intervention efforts at high-risk road users. This segment of society exhibits patterns of road use behaviour that the task forces are attempting to modify: non-use of seat belts, drinking and driving, driving at unsafe or excessive speeds and running red lights or stop signs.

The High-Risk Driver Task Force is planning to use the APPLE model – Analysis, Product, Promotion, Legislation and Enforcement – to curb dangerous road user behaviour among this most difficult-to-reach segment of society. Initiatives and strategies that are currently being developed or that have been proposed to achieve the targets include:

Although graduated licensing programs have been effective, young drivers still have the highest fatality rates.

TARGETS

Analysis:

- identifying three main high-risk groups – drivers less than 25 years of age, hard-core drinking drivers (BAC ≥160 mg% or repeat offenders) and drivers with three previous collisions or violations within a two-year period;
- developing a common methodology that enables all jurisdictions to determine the size of their high-risk driver population and crash involvement records; and
- sharing violation and collision records among Canadian jurisdictions.

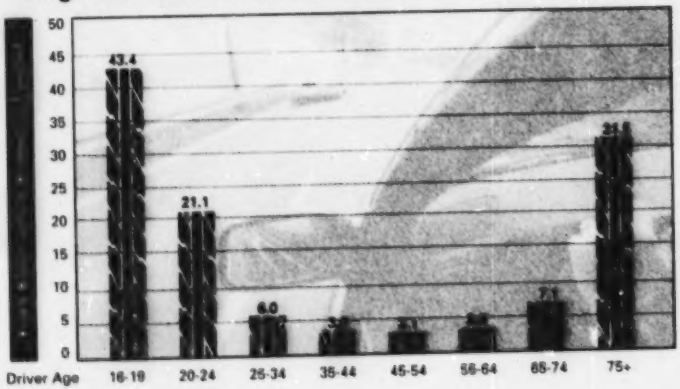
Product:

- targeting behaviour change through promotional, legislative and enforcement measures; and
- developing driver improvement programs.

Promotion:

- disseminating information regarding legislative amendments dealing with high-risk drivers;
- publicizing enforcement operations to increase the perceived risk of apprehension; and
- creating tailored messages, networks and distribution channels for each high-risk driver sub-group.

Younger and older drivers are at greatest risk of being killed



Legislation:

- minimizing delays in prosecution and removing loopholes allowing accused drivers to be acquitted;
- increasing the severity of sanctions to act as real deterrents for repeat offenders;
- for young drivers, implementing or reinforcing graduated licensing schemes (GLS), including zero tolerance for any blood alcohol levels and lower demerit point restrictions for licence revocation; introducing or reinforcing "exit tests" based on detection of risky behaviour and at-risk situations; increasing the length of suspensions for repeat offenders; issuing no restricted, temporary or work licences to drivers suspended under GLS; and encouraging group awareness sessions for first-time suspended drivers still in the GLS program;

• for hard-core drinking drivers, increasing the level of detection through improved police training and enforcement; implementing an alcohol ignition interlock program after a minimum suspension period; mandating driving assessment for all high BACs (≥ 160 mg%) and repeat offenders, and requiring a satisfactory evaluation before re-issuing a regular licence; tracking all alcohol-related short-term suspensions; considering legislation allowing random breath testing as part of publicly announced roadblock operations; and re-issuing licences that are probationary (zero BAC) for a minimum of two years;

• for drivers with a record of three previous distinct events, modifying the current demerit point systems by introducing driver improvement programs that consider both violations and crashes; imposing tougher sanctions for second and third events, and imposing them sooner; and re-issuing licences that are probationary (zero BAC + 1 event maximum) for a minimum of two years; and

• for all three groups, introducing vehicle impoundment for driving while disqualified.

Enforcement:

• publicizing enforcement initiatives (e.g., Selective Traffic Enforcement Programs);

• developing strategies for briefing the judiciary and senior police officials; and

• significantly increasing the level of detection, through conventional means or automated enforcement.

Speed and Intersection Safety Management

Although road safety issues pertaining to unsafe or excessive speeds or to intersection safety are often overshadowed by concerns relating to non-use of seat belts and alcohol use, police frequently cite these two areas as significant factors that contribute to traffic deaths.

The Speed and Intersection Safety Management Task Force (SISM) has proposed the use of four core strategies that focus on education/awareness, research, road infrastructure/standards and enforcement to meet the targets pertaining to speed and intersection safety. They include:

• increasing the knowledge and understanding of road users concerning the risks and consequences of speeding or ignoring traffic controls;

• increasing public awareness of the risk of apprehension for such unsafe driving behaviours;

• developing key messages for road users;

• developing best practices for program development including education and police enforcement;

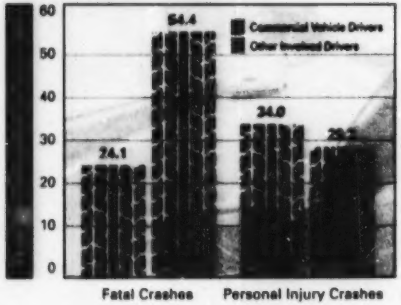
Both commercial operators and other motorists will benefit from measures to make travel by heavy vehicles safer.

- undertaking research to more fully understand the motivation behind unsafe driving practices;
- forging agreements among members of the road safety community to establish a cooperative approach to researching topics of mutual interest, and to maximize the use of limited research funds;
- supporting the development of national standards for speed limits by roadway type;
- supporting the development of a consistent national process for the collection of crash data;
- supporting the development of road infrastructure standards and improvements that will contribute to crash reduction;
- making optimal use of enforcement resources; and
- coordinating enforcement activities with public education and awareness initiatives that focus on the safe interaction of drivers and vulnerable road users.

MOTOR CARRIER SAFETY

Commercial vehicles are exposed to considerably more traffic than the average vehicle. The average light-duty vehicle travelled 16,500 kilometres in 2000, whereas vehicles with gross vehicle weight ratings of at least 15 tonnes travelled an average of 76,000 kilometres.

More than half of all other drivers involved in fatal crashes with commercial vehicles were charged with driving infractions



As a group, commercial carrier operators are relatively safe road users. When they are involved in fatal crashes, statistics show that it is the other drivers involved who commit the majority of driving infractions. However, in the case of personal injury crashes, approximately one-third of both commercial drivers and other involved drivers committed driving infractions. Regardless of who is at fault in collisions, commercial vehicles are enormous and when they are involved in crashes, there are often serious consequences.

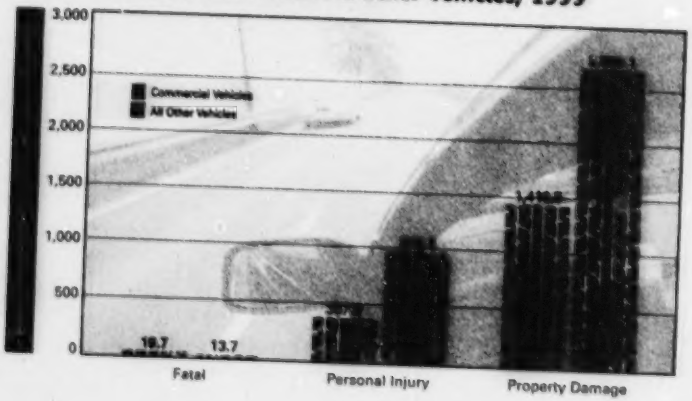
The CCMTA Standing Committee on Compliance and Regulatory Affairs recognizes that making commercial vehicle travel even safer will contribute greatly to the objectives of Road Safety Vision 2010.

Initiatives that have recently been developed or implemented as part of the National Safety Code – a set of 15 standards governing safe commercial vehicle operation – include:

TARGETS

- a revised commercial driver hours of service regime;
- a commercial carrier safety rating system, which rates carriers, identifies problem operators and provides mechanisms to remove unsafe operators from the road;
- a North American load securement standard, implemented in partnership with the United States;
- a commercial vehicle roadside inspection and inspector training program, which contains nationally standardized enforcement rules and protocols aimed at improving the mechanical fitness of commercial vehicles;
- an enhanced commercial driver licence administration program to facilitate availability, accessibility and standardization of information related to commercial driver performance; and
- a National Safety Code trip inspection standard aimed at streamlining requirements for commercial drivers to conduct daily vehicle inspections.

Crash Involvement Rates Per Billion Kilometres Travelled — Commercial Vehicles Versus All Other Vehicles, 1999



Initiatives that have recently been proposed or that are being considered by the CCMTA Standing Committee on Compliance and Regulatory Affairs, and for which strategies are being developed include:

- a national education, publicity and enforcement campaign targeting safe interaction between other road users and commercial vehicles;
- improved (more comprehensive and technologically advanced) data capture and reporting protocols for commercial vehicles;
- a protocol to make shippers and carriers jointly liable in cases of overweight offences and hours of service infractions;
- a national commercial driver licence infrastructure to ensure driver competency;
- a fatigue management program that facilitates understanding of the rules and provides ease of enforcement; and

Commercial carriers are involved in more fatal crashes but fewer personal injury or property damage collisions per kilometre of travel, than the rest of the vehicle population.

TARGETS

• a carrier excellence program, which recognizes and rewards carriers that have demonstrated exemplary safety performance.

KEY ROAD SAFETY PARTNERS

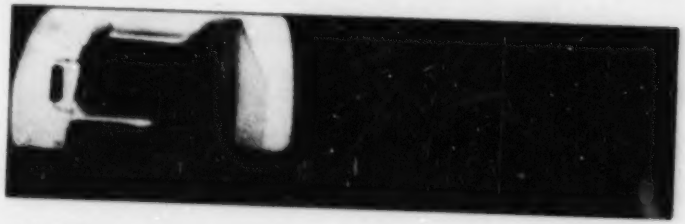
Parallel efforts by other stakeholders with a strong interest in road safety in Canada are also contributing to the achievement of the goals of the Vision.

Canada's enforcement community has assumed a very proactive role to help meet the targets. The Royal Canadian Mounted Police as well as some provincial and municipal police forces have incorporated Road Safety Vision 2010's targets into their business plans and are actively developing enforcement strategies. They are realigning resources and establishing performance measurement plans to help meet the targets.

In the future, efforts must also be made to actively engage other key stakeholders, including Canada's municipalities, the health community and non-governmental organizations, in activities supporting the targets of the Vision initiative.

SAFER VEHICLES

Although most of the initiatives focus on road users, considerable effort is also underway to make vehicles and roads safer.



Current efforts by Transport Canada to improve existing motor vehicle safety regulations or to introduce new ones are principally focused on frontal- and lateral-impact protection, commercial trailer rear underride safety, new child seat attachment requirements and bus occupant protection. Among these regulations, one in particular stands out: a new regulation on lateral-impact protection is expected to reduce fatalities resulting from side-impact collisions by 30%. This translates into many lives saved and serious injuries averted each year, considering that more than 25% of occupant fatalities occur as a result of side-impact crashes.

Technological advancements that make vehicles safer to operate and help motorists avoid collisions are also starting to enter the marketplace. Intelligent Transportation Systems (ITS) that adjust steering, throttle and brakes to compensate for driver error or inaction are now a reality. Advanced systems such as adaptive cruise control, stability control and night vision are currently offered on some new models. Future advancements may include adaptive lane-departure warning and control and obstacle avoidance systems. All these developments should help reduce the number of motor vehicle crashes in the future.

TARGETS

Safer Roads

The coordinating efforts of the Transportation Association of Canada's Road Safety Committee have resulted in the recent publication of a number of road engineering manuals that provide guidance to jurisdictions and communities on safer road building practices. Some of the more notable publications include a manual that outlines best practices for shoulder and centreline rumble strips; a Canadian guide on road resurfacing, rehabilitation, restoration and reconstruction; a Canadian road safety audit guide; and a manual for the illumination of isolated rural intersections.

Road engineering research currently being undertaken to support the Vision's targets includes the development of:

- a reference guide for transportation specialists that will summarize safety-related information on intersection controls, signal design and operation, traffic signs and pavement markings, as well as information on enforcement and pedestrian and cyclist safety;
- a Transport Canada Road Safety Web page called "Read Your Road," which is intended to inform the public about road signage and how to safely interact with vulnerable road users; and
- a manual of recommended practices and engineering solutions to reduce red-light running.

The Decade Ahead

Canadian road safety stakeholders face a considerable challenge in achieving the Road Safety Vision 2010 targets. Despite the fact that traffic fatalities decreased by more than 20% in the past decade, Canada today is in a similar position to many of the world's other developed countries, where the measurable pace of road safety improvements has levelled off somewhat, after almost three decades of steady progress.

Canada's road safety community has responded to the challenge. Task forces comprising road safety experts from government, industry and non-governmental organizations are taking steps to better understand the obstacles they must overcome and are developing appropriate interventions in order to achieve the targets of Road Safety Vision 2010.

Now, the Canadian public must also do its part. The cost of complacency is too high: more than 2,900 road users were killed and more than 227,000 were injured in crashes in the year 2000. To reduce this toll of deaths and injuries and to achieve the targets of Road Safety Vision 2010, Canadians must embrace the new interventions and make more concerted efforts to follow safe road use practices.

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Driver and Vehicle Licensing • Department of Transportation and Government Services
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New Brunswick
Motor Vehicle Branch • Department of Public Safety • Phone: (506) 453-2407

Newfoundland
Highway Safety Programs • Department of Government Services and Land
Phone: (709) 729-2502

Northwest Territories
Road Licensing and Safety • Department of Transportation • Phone: (867) 873-7406

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Road Safety Programs • Service Nova Scotia and Municipal Relations
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